

Mater Dei Girls Volleyball

Print And Electronic Display Sponsorship Specifications

Fall 2013

Print Sponsorship Specifications (all due by September 8, 2013):

Sponsorships Submitted Digitally –

- **Preferred file formats:** High resolution PDF or TIFF (300 dpi)
- Can be accepted on CD or DVD (preferred), accompanied by a sponsorship form, payment and laser proof and mailed to MDHS GIRLS' VB, ATTN: JoAnn Shebby, 12616 Biola Ave, La Mirada, CA 90638
- Can be emailed if sent as a high resolution PDF and TIFF (send to jshebby@hotmail.com)
- All e-mailed artwork must be **preceded** by completed sponsorship form, payment and laser proof mailed to: MDHS GIRLS' VB, ATTN: JoAnn Shebby, 12616 Biola Ave, La Mirada, CA 90638
- As an alternative to mailing a completed sponsorship form with DVD, laser proof and payment, players may submit these directly to Coach O'Dell until September 8, 2013 (print sponsorship deadline)

Non-Digital Sponsorship Submitted –

- For print copy, please supply a hi-resolution laser print – **copy printed off of inkjet printers does not reproduce well.**
- For business cards, please supply two clean, non-wrinkled cards – DO NOT STAPLE
- If photos are to appear in the program, please send in originals for best reproduction

Electronic Sponsorship Specifications (due by September 8, 2013)

- Graphics should be submitted in the bitmap format (.bmp)
- Company logos must be in an .eps file or vector art and sent to JoAnne Shebby at jshebby@hotmail.com

Sponsorship Sales Requirement –

Volleyball program costs include uniforms and all practice gear, tournament entry fees, Athletic Republic training, MDHS \$75 participation fee, Senior Night, and banquet costs, among other things. Each year, in order to offset these team expenses and keep player registration fees manageable, the Girls Volleyball program holds a sponsorship drive. Players sell sponsorships to family, friends, neighbors and businesses and the sponsors receive space in the girls' annual fall game program and/or on the digital display panels in the Mereulo Athletic Center during all home games (located on the 18' scorers pro-table at floor level facing the audience and two 9' x 8' big screen video scoreboards). Both spaces can be used for either personal messages or business recognition.

The pricing schedule for these sponsorship opportunities is included on the Sponsorship Form included with this packet. **Please note that all print and electronic sponsorships must be sold and submitted (form, payment and hard copy) no later than September 8, 2013 in order to meet the game program publication deadline. No exceptions can be made.**

Sales Incentive –

Players are offered the opportunity to reduce their team fees owed by selling sponsorships. For every sponsorship sold, 75% of the sales made can be credited to the player's participation costs. The remaining 25% will be used to cover costs for the production of the program.

Other Information -

All checks are to be made payable to Mater Dei High School (write Girls VB on memo line).

Questions regarding the fall game program and sponsorship sales can be directed to JoAnnShebby at jshebby@hotmail.com or Madeline Hayward at madandgreg@roadrunner.com

Mater Dei Girls Volleyball Sponsorship, the Fall Media Guide, and Electronic Displays FAQ's

- 1. What is a “sponsorship?”** Sponsorship is a way of supporting the Mater Dei girls’ volleyball program. Selling sponsorship is a means for a player to help pay for some or all of her annual team fees. 75% of every dollar a player sells will go towards reducing their team fees.
- 2. Who are our sponsors, what do they do, and what do they receive?** Sponsors provide financial support for the Mater Dei Girls’ Volleyball program and can be parents, grandparents, friends, neighbors, local businesses, etc. They help support the Mater Dei Girls’ volleyball team and, in turn, receive space for a personal tribute or business recognition in either the Fall Media Guide or on the Electronic Display panels in the Meruelo Athletic Center at Mater Dei during all home games.
- 3. What is the “Fall Media Guide?”** The Fall Media Guide is a glossy 8 ½ x 11 saddle stitched book in both color and black and white. It is all sometimes referred to as the volleyball program. It features information about both the school and the girls’ volleyball program, including coach and player bios, team photos and schedules, personal tributes, and many, many business sponsorships. Media Guides are sold at all home volleyball matches and are also available to younger students who are considering Mater Dei for high school and attend one of Mater Dei’s information nights. A Media Guide will also be provided to each player and outside sponsor once completed.
- 4. What is an “Electronic Display?”** In the Meruelo Athletic Center, we are fortunate to have multiple large digital display panels – on the floor level scorers Pro-Table panels (18’ total panel length) and on two 9’ x 8’ big screen video scoreboards. These spaces can be used for either personal messages or business name recognition. The full color displays are featured at 6-8 second intervals on a continuous loop during all home matches.
- 5. How much does it cost to be a sponsor?** Sponsorship’s in the Fall media Guide range from \$100 for a business card up to \$1500 for a full-color middle spread of the program. The Electronic Display sponsorships are \$300 for recognition on all digital boards in the Athletic Center during all games. Please see separate “Fall 2013 Annual Sponsorship Form” for further details.
- 6. When can I sell sponsorships?** Sponsorships in the Media Guide can be sold any time between now and the start of school. For these print sponsorships as well as electronic display sponsorships, all forms, payment and graphics must be received no later than September 8, 2013.
- 7. What if I need help putting together a personal tribute or recognizing a business sponsor?** Email Madeline Hayward at madandgreg@roadrunner.com or Joanne Shebby at jshebby@hotmail.com with any questions, pictures, wording ideas, etc. and we will work with you. If you need assistance with layout, please allow several days extra before the entry deadlines mentioned above – September 8.
- 8. How do the print tributes and the digital displays differ?** The media Guide allows for more detail and information due to the nature of the graphics and the printing process. The digital displays need to be simpler and shorter – one picture and a few lines max – but they run in a continuous loop at 6-8 second intervals.
- 9. What if a restaurant wants to be a sponsor and provide food in lieu of payment?** Although we have occasionally accepted this type of sponsorship in the past, we don’t anticipate accepting any new restaurant sponsors this year because a vendor must be on Mater Dei’s list of pre-approved suppliers, and this application process takes awhile to complete. Please contact Dan O’Dell at dodell@materdei.org with any further questions.

**Mater Dei Girls Volleyball
Fall 2013 Annual Sponsorship Form
Print and Electronic Display Opportunities**

Print Sponsorship- The Fall Media Guide is an 8 ½ x 11 saddle-stitched book in both color and black and white. It features information about the girl's volleyball program, including coach and player bios, team schedule and photos, personal tributes and many, many business sponsorships. It is offered for sale at all home league games. Print sponsorships are only offered until Sept. 8, 2013 due to publication deadlines.

Electronic Display Sponsorship- Displays are featured on a continuously rotating basis at approximately 8 second intervals on outstanding digital panels on the floor level scorers pro-table (two 9' panels) and on two 9' x 8' big screen video scoreboards during home matches.

Please check a level of sponsorship:

EXCLUSIVE PRINT AND DIGITAL COMBINATION OPPORTUNITIES (subject to availability):

_____ Center of Program, 2 pages full color (max image size – 16" x 10")*	\$ 1,500
_____ Back Cover of Program, full color (max image size – 7 ½ " x 10")*	\$ 1,000
_____ Inside Front Cover, full color (max image size – 7 ½ " x 10")*	\$ 800
_____ Inside Back Cover, full color (max image size – 7 ½ " x 10")*	\$ 800
_____ Full page, full color (max image size – 7 ½ " x 10")*	\$ 750
*Also includes a full electronic display on both 9' Pro-Table panels and both big screen video scoreboard displays	

PRINT SPONSORSHIPS OFFERED (until Sept. 8, 2013):

_____ Full Page black and white (max image size – 7 ½ " x 10")	\$ 500
_____ ½ Page black and white (max image size – 7 ½ " x 4 ½ ")	\$ 300
_____ ¼ Page black and white (max image size – 3 ½ " x 4 ½ ") <i>Height must be 4 ½ " – No Horizontal Layout</i>	\$ 200
_____ Business Card black and white (max image size – 3 ½ " x 2 ¼ ") Please submit two business cards	\$ 100

DIGITAL SPONSORSHIPS OFFERED (until Sept. 8, 2013):

_____ Electronic display add-on to any full, half, or ¼ page print sponsorship	\$ 200
_____ Full electronic display w/o print sponsorship (18 ft of display space on Pro-Table and both big screen video scoreboard displays)	\$ 300

Payment and Artwork Information:

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Individual or Company Name	Company Contact	Phone Number
Address, City, State, Zip Code		Email

Amount enclosed \$ _____ Please make checks payable to Mater Dei High School (write Girls VB in memo area)

For Print: _____ I have emailed artwork to jshebbby@hotmail.com

For Electronic: _____ I have emailed artwork to jshebbby@hotmail.com or ___ I would like design assistance and prefer the following wording on the display panel:

Company Name/Address/Phone/Personal Message

Mater Dei player who contacted you for this sponsorship: _____

Signature _____ Date: _____

PRINT DEADLINE: SEPTEMBER 8, 2013

ELECTRONIC DISPLAY DEADLINE: SEPTEMBER 8, 2013

SEND COMPLETED FORM AND PAYMENT TO: MDHS GIRLS VOLLEYBALL

c/o JoAnn Shebby, 12616 Biola Ave, La Mirada, CA 90638